



## WHY IS THE SENIOR CRIME PREVENTION UNIVERSITY IMPORTANT?

With 15 percent of its citizens over the age of 65, Pennsylvania has the third highest percentage of seniors in the nation and that number is continually rising. Perhaps even more importantly, the number of Pennsylvania consumers over the age of 75 is increasing at an even faster rate. One-twelfth of Pennsylvania's population is now 75 years of age or older.

Senior citizens are favored targets for many kinds of consumer fraud, especially identity theft, home improvement scams, telemarketing and sweepstakes ploys. Having been raised in a time when life was simpler, our seniors tend to be more trusting and polite than younger generations. If you have learned that it's rude to hang up on a caller, how do you handle a telemarketing con artist who wants to keep you on the phone? We need to equip our older citizens with the knowledge and resources they need to protect themselves from fraud and to enlist their help to inform others, including local law enforcement.

## WE NEED YOUR HELP

The Senior Crime Prevention University is a statewide program, but we need help from each community. You can make a difference by getting the word out to any group you believe would benefit from this program. We want to reach all the citizens in your area, and your help will go a long way to making that happen. Together we can educate all seniors so they are AWARE, can AVOID and ALERT others of scams.



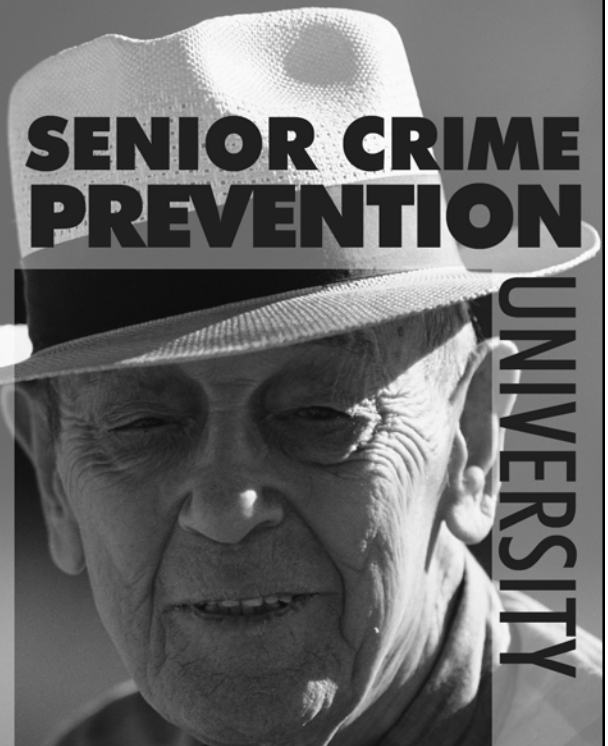
To host a Senior Crime Prevention University program or for more information about our program, please contact:

Joyce O'Brien, Community Liaison  
Public Protection Division  
Office of Attorney General  
14th Floor Strawberry Square  
Harrisburg, Pennsylvania 17120  
717-787-9716

[senioruniversity@attorneygeneral.gov](mailto:senioruniversity@attorneygeneral.gov)

[www.attorneygeneral.gov](http://www.attorneygeneral.gov)

P E N N S Y L V A N I A



## PROGRAM

**TOM CORBETT**  
**ATTORNEY GENERAL**

THE ATTORNEY GENERAL'S  
SENIOR CRIME  
PREVENTION UNIVERSITY



*Dear  
Pennsylvanians:*

*The best way  
to avoid becoming  
a victim of  
fraud is to be  
alert to potential  
crimes. In an  
effort to help*

*educate senior citizens throughout the  
Commonwealth on crime prevention,  
my office created the Attorney  
General's Senior Crime Prevention  
University. Our goal is to teach senior  
citizens in Pennsylvania to be aware  
of scams, to avoid being a victim and  
to know where to seek help and infor-  
mation.*

A handwritten signature in black ink that reads "Tom Corbett".

**Tom Corbett**  
**Attorney General**

AWARE, AVOID, ALERT:

*Our goals for this  
program are highlighted  
in the theme:*

*"Aware, Avoid, Alert."*

**Aware:**

**We want to make seniors  
AWARE of the kinds of scams  
and con artists out there.**

**Avoid:**

**By educating them, we want  
to help seniors AVOID  
becoming victims.**

**Alert:**

**We want to encourage  
seniors to report any  
instances of scams or other  
fraud to ALERT their local law  
enforcement officials.**

**HOW WILL THE PROGRAM WORK?**

The Senior Crime Prevention University will be presented in conjunction with other law enforcement agencies. Local officials, such as the sheriff and police chief, will be invited to participate in the program to educate seniors on personal protection, available local resources and other tips on avoiding fraud.

Local law enforcement can offer a clearer perspective of crimes or problems occurring in a certain area, alerting seniors to any particular scams of which they should be aware. This will give Pennsylvania senior citizens what they need most: specific information on the types of fraud and where these crimes are being committed.



A W A R E • A V O I D • A L E R T